

CONTACTS

Fall/1968

P. 2

EATON'S SHOPS THE WORLD . . .



CONTACTS

FALL

Volume 4, Number 6

Published to communicate the accomplishments and activities of the 9,800 Western Division staff, the performance and progress of our company and the retail industry.

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COVER STORY: Eaton's buying offices shop the world for exciting merchandise in some fascinating places. This cover captures the spirit of these exotic countries where the services of our "on-the-spot" buyers are invaluable.



Eaton's Shops The World

European Buying Offices
Bring the best
in overseas merchandise
to Eaton stores.



PARIS



LONDON



FRANKFURT



FLORENCE

To the world at large, Eaton's is symbolized by its network of buying offices and trader agents who shop for the specialties of global markets.

These offices, staffed by multi-lingual experts, are closely tuned to the latest innovations in merchandise suitable for the Canadian market, from such diverse places as Turkey or Tokyo, Paris or Portugal, London or Los Angeles. To give them a greater understanding of markets, they plunge into the mainstream of the country's economy, society, and culture.

Founder Timothy Eaton realized the advantages of on-the-spot buying as early as 1893, when he opened the Company's first overseas buying office in London. Eaton's was probably the first major Canadian retailer to establish a foreign buying office. Today, such offices are maintained in London, Paris, Florence, New York, and Frankfurt. Trader agents act for the Company in California, Hong Kong, Japan, India, and Africa.

Each office has its market areas. Eaton's busy London buying office is responsible for British exports to Canada. Activities of the Paris office extend to France, Holland, Switzerland, and Spain, while Frankfurt is headquarters for the Company's buying operation in Eastern Europe, Turkey, and Scandinavia. Italian merchandise is channeled through the Florence office.

Before the jet plane, foreign buying sometimes was a dangerous operation. An expedition to the Middle East to buy carpets was once attacked by Bedouins. Another group of buyers were nearly shipwrecked in the China Sea. They also returned with some first hand information on the Shantung dispute which occurred in 1914 when Japan dispatched an expedition to Shantung in China. With the support of a small British force, the Japanese captured German possessions in the province.

Even in relatively modern times, the buying offices have had to carry on their business under considerable stress. Throughout World War II, the London office remained open except for one day when a delayed action bomb caused Regent Street to be closed to the public. For safe keeping, records were moved to Ascot, the site of the royal race track. However, the Paris office closed down during the war. It was reoccupied shortly after the liberation, with its records and furnishings intact.

In November, 1966, the river Arno flooded historic Florence and turned the narrow city streets into a nightmare of furious cataracts, laden with rubble, that tossed automobiles about like corks. Within hours after the dreaded cry: "L'Arno é fuori! — The Arno is out!" some 11,000 people had abandoned their homes and many priceless works of art had been ravaged.

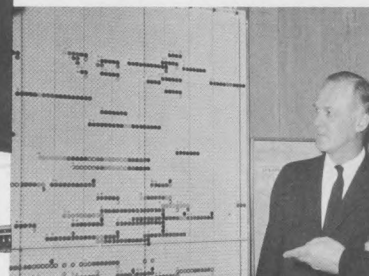
The Eaton office, located on the second floor of a building facing the Arno, was closed for a few days during the deluge. In an exceptional display of violence, the flood devastated workshops and factories, including several Eaton suppliers. When thousands of people, many of them university students, pitched in to clean up

(Continued on page 4)

LONDON



1



2



4



3



5

- 1 Assistant European Manager J. S. Frost, who retired in August.
- 2 C. H. Frost of the London buying office examines a giant board outlining the movement of buyers.
- 3 Mrs. P. Bergin dispatches a Telex message to Toronto.
- 4 R. A. Lethbridge, shipping supervisor.
- 5 Telephone receptionist Phillippa Church.

FRANKFURT



Our man in Frankfurt is Buying Office Manager G. Redfern.



FLORENCE

Buying office manager in historic Florence is R. P. Hunter.



the city, it wasn't long before Florence was back on its feet. Of the thousands of damaged workshops, only a handful remained closed. Eaton orders were soon being filled with a minimum of delay.

The constantly changing markets makes foreign buying one of the overseas office's most exciting activities. Take fashion, for example.

Buying fashion merchandise is a fast-paced, gruelling job that demands flexibility, knowledge, and experience. Fashion buyers attend the couture collections in Paris and visit the chic boutiques in other world centres. They have to determine the most important trends and evaluate their findings. Other Eaton buyers, manufacturers, trade publications, and fashion media provide some of the answers. A busy operation? Yes. But this is only part of the total contribution of the buying office.

As the Company's resident experts, the overseas office staff are also responsible for planning the itinerary of buyers from Vancouver, Winnipeg, Toronto, and Montreal. They arrange meetings with manufacturers and merchandise distributors. Their specialized knowledge of prices, local conditions, and the latest innovations in merchandise suited to the Canadian market is invaluable.

Each nation has its merchandise specialties. France is a fashion and perfume centre, while Canadian buyers go to London to purchase silverware, china, and shoes. Under the wing of London are two other offices; Leicester, and Belfast, Northern Ireland. Italy supplies the Company through its Florence office with gloves, giftware, furniture, and refrigerators. A focal point for central European buying operations is the Frankfurt office, located in a modern building next to the city's stock exchange. The city is a centre of international trade fairs which are frequently attended by Eaton buyers.

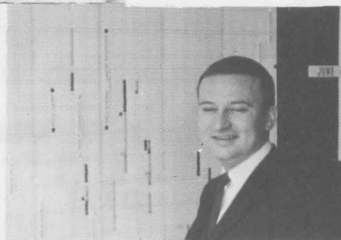
The most important products bought through the Frankfurt office are watches, flatware, Christmas decorations, and toys from Germany, oil paintings from Austria, furniture from Scandinavia, bicycles from Hungary, and sweaters from Turkey.

Eaton's relies on trader agents in countries where the Company doesn't have a buying office. Their services are essential in areas with vastly different business practices and language barriers.

The merchandise purchased through foreign offices and by travelling Canadian buyers accounts for some 10 per cent of the products in Company stores and catalogue outlets. Eaton's overseas buying operation has become almost world-wide in scope. The constant scanning by Eaton buyers of world markets brings customers the finest merchandise from other countries.

(An article on Eaton's New York buying office will be featured in a future issue.)

PARIS



- 1 *Buying Office Manager J. Van Roomen.*
- 2 *Office cashier Mademoiselle M. Moreau.*
- 3 *Buyer G. Duff.*
- 4 *Philip Jacob, Paris office, in front of the buyers' itinerary chart. Mr. Jacob is being transferred to the Winnipeg downtown office in October, to take the position of Sales Manager, Sportswear and Misses' Dresses & Coats departments.*

my first year

Meet six bright young Eatonians who have been with the Company for approximately a year. This is their story . . . why they chose Eaton's, and the type of work they do. They are the kind of people who represent the foundation for the future of our Company. Some of them come to us straight from high schools and universities, others are attracted to Eaton's because of its reputation in the community. They are people who desire to learn, to work, to achieve. They look ahead to new challenges, promotions, an interesting career with a future.

Wayne Albert made the transition from high school student to shipper in the Regina store last September. He came to Eaton's because of the opportunities the Company has to offer. Wayne's job is to arrange for parcels to be picked up by transportation companies for shipments leaving Regina. He also records and stamps all mail.



"Eaton's is a large organization that's going places. You can't help but grow in a go-ahead company like ours."



"To me the type of work I do is fun, and that's the best reason for being at Eaton's. The people I work with are a great bunch of guys. This is a group with real teamwork."

Darla Inglis went straight to Eaton's after graduating from the University of Manitoba. During her final year at high school, she worked part-time as a Junior Councillor in the downtown store. An analyst in the Market Research department was her first position with Eaton's, before being transferred to the Gift Court. Following the opening of the Polo Park store, Darla was appointed a section supervisor in the new suburban outlet's china, linen and bedding department.



"Eaton's makes every effort to place you in a position that you'll like and where you can do your best. This benefits both the individual and the Company."



"I enjoyed the experience of opening a new department at Polo Park. It gave me a lot of insight into the operation of other departments like Merchandise Control and Buying."

Ruth Yates is a vivacious newcomer to the Winnipeg downtown store's Display department. She decided to join Eaton's well before she graduated with a degree in Interior Design from the University of Manitoba. What sparked Ruth's interest was one of her university instructors, Display Manager Janice Baumann, who encouraged her to join the company. Ruth is currently assisting in the designing of two major upcoming projects: the "Project Tomorrow" promotion and next year's Eaton Centennial displays.



"When you start in a new job, you're naturally nervous. What helped to build up my confidence was working with an outstanding group of creative people who have helped me grow — not only in my career — but also as a person."



"One of the first things that struck me about the job of setting up displays was the amount of help I received from the painters, electricians, and carpenters. Eaton's is very fortunate to have such a fine technical staff working for them."



"The most interesting aspect about my job is the challenge of creating ideas for displays. Then — with teamwork and a lot of effort — seeing the end result attracting customers to buy Eaton merchandise."

Barry Todd attended the Lakehead University and joined Eaton's shortly after graduation. Barry's first few weeks were spent in the Men's Wear department in the Winnipeg store. He then moved to the Wage Administration and Personnel departments — the training areas for his present position as Personnel Supervisor of the Port Arthur store.



"I joined Eaton's because it's a large, dynamic company, with plenty of opportunity for advancement if you apply yourself. I like the work a lot, and I think the Company's 'Satisfaction Guaranteed' also applies, in many cases, to its staff."



"Diversity is a word that describes my job and this makes it very satisfying. Another interesting aspect is that I find I'm learning new things all the time."



Personnel Supervisor, Barry Todd, right, introduces Pirjo Koskinen, left, a new salesperson in Port Arthur's College Shop, to Supervisor Rene Gravelle.

Janice McDonald was educated in Ontario where she completed a commercial course. Her career with Eaton's began in the Saskatoon store's Accounts Office. A short while later she was transferred to the Operating Office as secretary to Operating Manager David Maher. Apart from secretarial work, her responsibilities include the handling of customer complaints and the compiling of security reports.



"My first year with Eaton's has been very interesting. Now that it's over I'm looking forward to a fine future with the Company. I feel very lucky to be where I am now."



Janice finds a file for John Contant, Advertising Supervisor. When asked about her job, she enthusiastically replied: "I really enjoy it. Everyone I work with is pleasant and co-operative. The work never gets boring because there's so much variety."



Janice is looking forward to a bright future in more ways than one — she recently got married. Mrs. McDonald is shown above with Control Supervisor Jim Scott.

Ian Ross became acquainted with Eaton's in high school when he worked here as a Junior Executive. By the time he had completed university, he made up his mind to join the Company on a permanent basis. Ian began his career in the Winnipeg store's boy's wear department. He's now a system's analyst in the Catalogue building's Inventory Management Office.



"As a Junior Executive, I was impressed by the Company's tremendous scope. I felt the organization was really on the move. Today it's coming alive, becoming more aggressive and looking ahead. Definitely a place with a future."



"I'm basically a shy person and the training I received on the selling floor brought me out of my shell. Working with people is far more satisfying than say, for example, a research-type job. People make the job more interesting."



"You don't realize how tremendously large and varied the Company's operation is until you work with other departments. In my job I offer assistance and make recommendations to a lot of different people. It's a real eye opener into what's going on."



Do they fit? A 19th century customer coyly tries on a pair of striped hose which were hidden by voluminous skirts.



Take care! For centuries, the display in public of limbs above the ankle was considered improper.

The Best Reason For Having Legs

Fashion has a new star: the stocking. The recent rise in hem lines has resulted in skyrocketing hosiery sales in Eaton stores across Canada.

Strangely enough, women's hose has had a very incomplete history. It never played much of a role until way into the 20th century.

The earliest form of stockings, known as puttees, were worn by the Romans. Remnants of knitted stocking have been unearthed in Coptic graves dating back 1,500 years ago. However, they were undoubtedly men's stockings. In antiquity and in the middle ages, women were never permitted to show their limbs.

Spain produced attractive and incredibly expensive stockings in the sixteenth century, which only the rich and nobility could afford. When one of the cities wanted to present a pair to Queen Marie-Ann, they were immediately confiscated by the master of ceremonies, who remarked: "The Queens of Spain don't have limbs."

In contrast, in a cooler climate like England, Queen Elizabeth I encouraged her subjects to knit woollen stockings. Yet, she banned the production of the first knitting machine, invented in 1589 by theology student William Lee.

Madame de Pompadour of France brought the stocking back into fashion. She wore them made out of lace, incrustated with silk, embroidered with butterflies, flowers, and vines. But in public they remained hidden, well covered by floor length gowns.

William Lee's invention finally gained prominence in England and London became a major manufacturer. Then a Frenchman, named Jean-Claude Hindret, risked his life to sketch the design of the English-made looms. He smuggled the drawings back to France and stocking makers sprouted up all over Europe.

A century later the can-can dancers were probably the first to show their pure-silk, black stockings further up than the ankles.

Gail Skowronek, centre, sells a dazzling array of stockings — a far cry from yesteryear's drab selections. At right is Manager Guy Cryer, Downtown Winnipeg Store.



Then came a dramatic discovery that made women everywhere more eager to display their legs.

A German scientist discovered Vitamin D which resulted in the cure of rickets. This scourage had for centuries been largely responsible for the bent limbs of a considerable part of the female world.

The speed of development increased after the World War I and the showing of legs were finally emancipated. But opposition lingered on.

Several bathers in Coney Island were arrested for attempting to swim without thick stockings, and Atlantic City banned silk anklets on the beach; showing the knee was considered immodest. That was in 1919 — just under 50 years ago, yet as remote to most people today as the Middle Ages.

In the 1920's era of the honky-tonk jazz, hip flasks and fabric covered biplanes, stockings became an acceptable staple.

Women revolted against stockings in the thirties. Many wore their legs bare. They wanted better quality, more flattering hosiery. Finally, the consumer won and firms began spending considerable sums on scientific research to improve their product. The result: sheer, full-fashioned stockings.

Business, however, remained sluggish. With the advent of the talking pictures, manufacturers and retailers used film stars to endorse stockings and sales surged.

Just as the hosiery makers were switching to nylon, World War II began. During the war, all production of nylon was earmarked for military use. As most silk comes from the orient, the supply of silk stockings also dried up. In their advertising, one company urged people to buy more war bonds so they would be able to supply hosiery faster.

When nylon was again plentiful, manufacturers made every effort to shed the consumer's idea of years past

that stockings are mere leg coverings. They stressed that hosiery is *the best reason for having legs*.

Today, another revolution is about to sweep the stocking world. Called the fabric of the future, stretch yarn is expected to account for 70 per cent of the hosiery business in Canada by 1970.

Today's streamlined, attractive stocking has become a symbol for modern women. Men's stockings still exist; but who worries about them?



Rhoda Shatsky, Sportswear, Winnipeg Downtown store, is surrounded by a wide selection of today's exciting hosiery.

It Takes Teamwork to do a Man-size Job



Divisional Plant Manager Edward Rogerson, right, meets with his two top level staff, Gary Filyk, Construction Supervisor, left, and Bob Strachan, Mechanical Supervisor.

Begin with an idea. Add lots of others. Weed out the unworkable ones, the dead-enders; build on additional facts. Evaluate, then leave it to the Plant department to get the project moving.

This is a familiar pattern to the Divisional Plant office in Winni-

peg. It typifies a job that takes teamwork. An idea that may come from a top level meeting or a department head is strengthened by additional ideas from Plant architects, engineers, designers, and operating people. Then, maybe dozens of ideas later, the Plant de-

partment's skilled craftsmen are called in to make the plan a reality.

The construction, mechanical engineering, and fire protection work done by 225 Plant men and women stretches from one end of the Division to the other. To avoid "it-can't-be-done-that-way" decision making, Plant people pool their minds and special skills to find the best and most economical way to get the job done.

Part of the Plant department's story is the construction program, a multi-million dollar effort to expand and improve our services to customers. This annual expenditure going into the mainstream of the division helps the economy.

"The Company's overall activities, operating as well as construction, provide jobs not only for our own staff, but for the contractors and suppliers who provide us with goods and services," pointed out Edward Rogerson, Divisional Plant Manager.

Plant people are ubiquitous. You probably notice many of them at work in different departments. When you see men installing light fixtures, you know they're electricians.

Much the same way, if you see men building wooden pillars, you would know they're carpenters. But that's only part of the work, the part which is readily apparent.



Chief Draftsman Bert Armstrong, left, outlines a project to his staff, Toni Wilson, seated. Standing back row left are, Tibor Kreibich, Carol Carbert, Gerry Ludwig, and Bunny Levine. The Construction office is currently working on renovation plans for the Prince Albert store.



Keeping track of all payments to suppliers and charges to departments is the job of Andy Anderson, Plant Accountant, and his staff. From left to right are, Chris Bewick, Mr. Anderson, Debbie Evans, and Darryl Chenier.



John Erlindson, Mechanical Foreman, right, mans the control panel of the air conditioning system for the Winnipeg store. At left is Norm Wold, who is using a water testing kit to check for impurities.

The work behind the scenes involves the investment of company money to improve the appearance of our stores, secondly the estimating of what the customers will want or need, and the planning for future growth. All major construction jobs are planned with the Company's

head office in Toronto. Much of this planning work is done in the Winnipeg offices at desks surrounded by charts, books, diagrams, plans, and more charts.

Developments currently underway include the re-organization of selling areas in the Port Arthur, Re-

gina, and Prince Albert stores. Preliminary plans for a new store in Saskatoon have been completed and the Winnipeg downtown store is undergoing important changes.

The recently constructed men's



In the paint shop John Young, right, prepares a sign for the new Catalogue Sales Room, while John Neufeld cuts out lettering. All signs for the division are made in the Winnipeg shop.



Carpenters Jacob Thielmann, left, and Jim McKenzie, put the finishing touches to the ultra-smart, new men's wear area, main floor, Winnipeg downtown store.

It Takes Teamwork cont'd

wear department on the Winnipeg store's main floor has been hailed as one of the finest areas of its kind in North America. Once this project had been approved, Plant men swung into action.

The go-ahead triggered intense collaboration between designers, engineers, and craftsmen with outside suppliers. When work began, teamwork really paid off — permitting specialized skills and know-how to play a vital role in the development of the project. Such complete interplay and free exchange of ideas brought the project smoothly to completion.

As the Company grows, there's an inherent tendency for loosening of ties with other departments. This isn't so with Plant people. It's vital to maintain an intimate relationship with other areas of the Company when working on a myriad of projects ranging from the major renovations of a store to a paint job costing a few hundred dollars.

Plant people are involved in almost every aspect in the running of a modern department store. They provide the services to back-up our

selling staff. Plant facilities supply water, ventilation, refrigeration, air conditioning, power and emergency electricity, fire protection, and elevator operating and maintenance.

No department is better than its individual parts. No matter how high a degree of mechanization, a business achieves in its operations, there can never be a mechanization of the human factor. It's the human factor in the Plant department that accounts for incentive, flexibility, progressiveness, and competence. These are the ingredients all so necessary in the plant department if it is to function effectively.

With expansion there will be progressively more complex projects to tackle. There will be an increasing number of challenging ideas for improving service and the promotion of our business. Ideas that range from the obvious to the revolutionary — from the "Why didn't I think of that?" type to the "Whoever would've imagined!" kind. Two upcoming projects to test the skills of Plantmen are the "Project Tomorrow" promotion in October and next year's Eaton Centennial celebrations.

For business, for people, the way to progress is through growth and change, through innovation and the boldness to meet the future's challenge. To Plant people progress is a synonym for service; it is the sum of fulfilling their responsibilities plus anticipating the demands of tomorrow.

* * *

Whatever their specialty, our plant people are thinkers, planners, puzzlers, doers. They use figures, blue prints, hammers, paint brushes, and slide rules to create outstanding shopping facilities.



Sam Sutter, far right, and Jack McKay, left, Winnipeg Fire Prevention, instruct Alan Squire, centre left, and Gerry Whitebread, Order Processing, to operate a fire

extinguisher. Mr. Squire is a Fire Prevention Floor Captain on the Catalogue Building's main floor.



Don Reay applies wall paper to the lower section of a shirt rack.



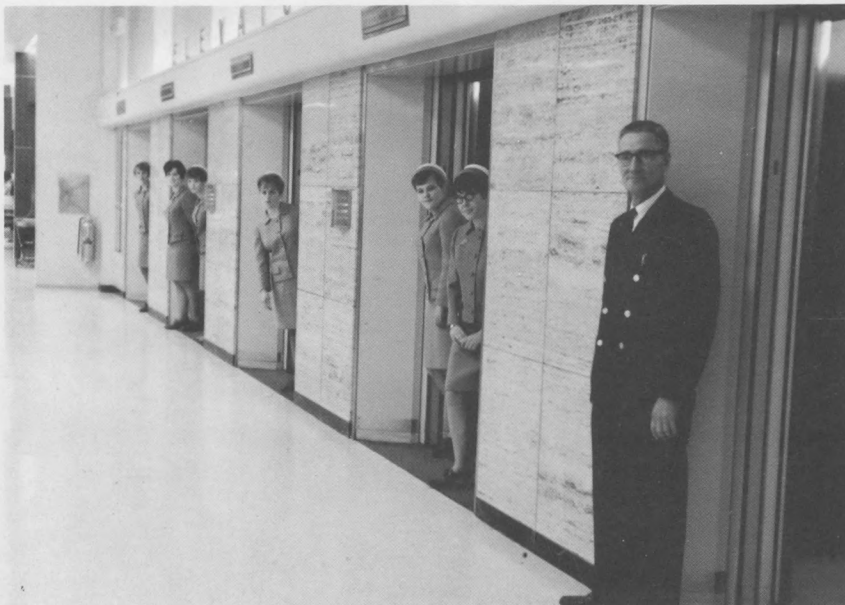
Rod Burgoyne eases a glass partition into an Adam Shop shirt rack.



Enzo Bauer snaps a glass divider into position.



Rail hat racks are set up by Alex Dykavitch.



A few minutes before opening, elevator operators line up on the main floor of the Winnipeg downtown store. From left to right are, Stella Trafiak, Marlene Culleton, Joyce Dion, Lynn Danforth, Carol Sawyer, Judy Citulski, and Tom Spearing, Elevator Supervisor.



Charlie Bailey, left, and Frank Roy repair an oil and gas fired boiler in the Service Building. This 300 horse power machine is one of three used to heat the Service Building, an area which is nearly a mile in circumference.

Back to School ...at Night

September is back-to-school month. And for many Eatonians who are busy working daily for a living it's back-to-school at night month.

Many of them are participating in the Company's Tuition Refund Program which is designed to aid regular staff who wish to improve themselves through formal class-work.

The participants are taking courses covering a wide span of interest: mathematics, literature, interior design, accounting, engineering, economics, business administration, restaurant management, marketing, and a host of others.

Staff have taken on the difficult task of nighttime school work for about as many reasons as there are courses.

"The one way to advance is through knowledge, so I'm preparing myself for the future," said Sales Manager Peter Dyck, Stationery department, Winnipeg downtown store.

"Additional education increases the opportunities for getting ahead and it's also personally satisfying," said Jim Carrie, Winnipeg Divisional Audit, who is taking courses in accounting and business management this fall.

Polo Park's Garden Court restaurant Supervisor Mary Henry has found restaurant management courses at night particularly useful. "These specialized type of courses have been most helpful," she said. "They've given me more confidence and the knowledge I've gained has benefited my work." "I expect the



Del Vopni, Personnel Supervisor, Catalogue building, left, and Peter Dyck, Stationery, Winnipeg downtown store, use a university microfilm viewer. Both Eatonians are attending night courses.

management course I'm taking this fall to be invaluable in assisting me with my new job as a supervisor in data processing," said Gladys Langan, Winnipeg Catalogue building.

These are a few of the comments given by more than 50 people who have been taking courses in universities and technical schools in the division.

"The Tuition Refund Plan assists staff who want off-the-job instruction to benefit themselves as well as the Company," said W. H. Evans, Divisional Personnel Manager.

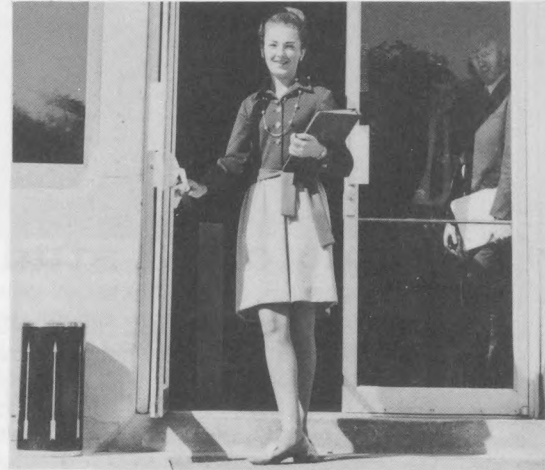
To most of the people participating in the program, the offer of financial aid by the Company proved to be that extra incentive needed to go back to school.

For other people — some of whom have been out of school for many

years — the tuition refund plan has been the nudge in the right direction.

Under the terms of the plan, Eaton's reimburses a percentage of the tuition fees when the course has been successfully completed. The only other restriction is that a student must be a regular full-time staff member on continuous duty with the Company from enrollment through the completion of the course.

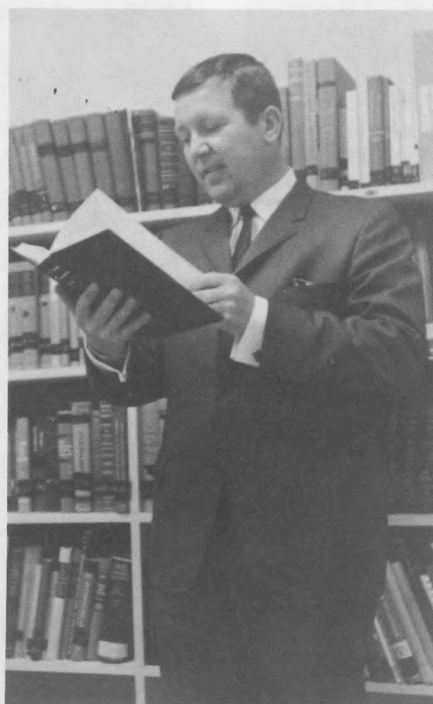
How can you participate? Simple: choose a course of study, choose a school and fill out an application form from your Staff Training or Personnel department. Your manager can also provide you with further assistance in selecting a course. Other information on local courses is available in all Personnel Offices in the division.



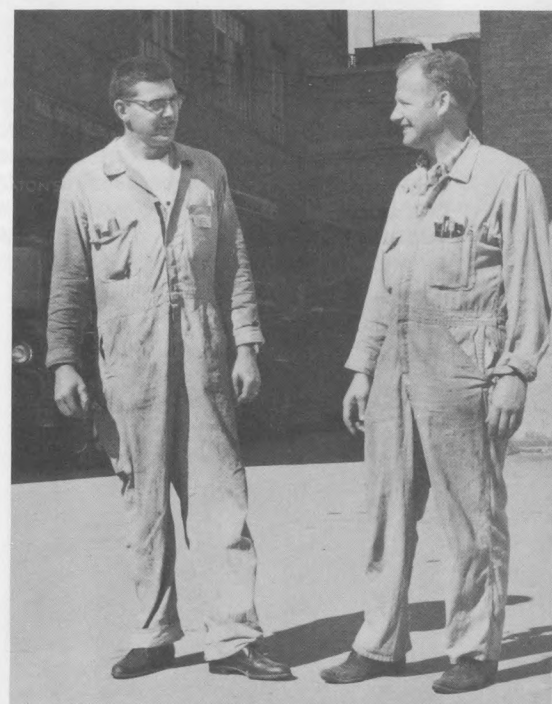
This fall Bernice Chorney, Winnipeg Fashion Bureau, plans to attend evening classes at the University of Winnipeg.



Preparing for a university night course assignment is Dawn Gordon, Winnipeg Research Office.



Ken Collins, Polo Park men's wear, plans to attend an Industrial Management course at night.



Stan McLaughlin, left, and Gordon Bailey, Winnipeg Plant Mechanical, are taking a First Year Foreman's course at the Manitoba Institute of Technology.



MEASURE OF TIME

a pictorial study

Every day time unwraps itself like a gift. How can we measure this raw material of life? We cannot stand still or retain for an instant the flow of time and hold it fast. Time, the most precious thing of all, moves on like a stream. As every drop flows on, another takes its place . . . then also disappears.

But though we cannot seize each hour, days and years are never ours. Our creations, the fabrications of our minds and hands, become the offspring of time. Although they age and their usefulness passes, their beginning was once a reality.

The mass of metal for locomotion, the weather-hewn planks, arranged to form a dwelling, were the newest things we had . . . are now the product of times past.

Yet, would we have seen progress if those objects had not been born? No, not at all. For as we step along in time each step precedes the next. The objects of our daily lives, the things we call our own, will soon be relics of the past . . . as the ever-modern, ever-ancient stream of life flows on.



ROVING REPORTER



BRITISH WEEK: Judy Halpenny, Chinaware, and Ted Forrest, Draperies & Floor Coverings, wore these colourful outfits during the Regina store's British Week, Sept. 5-14. Promotion highlights included a display of crown jewel replicas, London bobbies, and the band of the Scots Guards.



TEEN TAKEOVER: Several thousand young people lined up outside the Winnipeg downtown store for the opening of the Company's first promotion geared exclusively to teenagers on August 28. Among the crowd-stopping events were fashion shows, rock bands, yoga exercises, and karate demonstrations.



NEW ARRIVALS: Anna Slesingerova, right, and her daughter Renata, who recently arrived in Canada from Czechoslovakia, are shown some Eaton merchandise by Pauline Tetreault, The Corner, Winnipeg downtown store. Mrs. Slesingerova, her husband and their two children escaped from their homeland, following the Soviet invasion of Czechoslovakia.



WINDOW DISPLAY: Staff from Winnipeg's largest watch repair workshop, in Eaton's Catalogue Building, attracted a good deal of attention at the downtown store's corner window, facing Portage Avenue and Donald Street. Godfrey Zimmerman, left, and Ron Collins demonstrated to onlookers how watches are repaired.



YOUNG EXPRESSIONISTS: One of the headliners during the Teen Takeover promotion was Alison Osborne, a 24-year-old designer from Montreal. Her fashions were featured at "The Young Expressionist Show". Alison believes that in five years Montreal will be the centre of fashion on the continent.

ROVING REPORTER

Chartered Flight to Hawaii Planned

The possibility of a staff chartered flight to Hawaii in early 1969 is being investigated by the Eaton Recreation Club.

The plane, an Air Canada DC-8 jet, is slated to leave Winnipeg for Hawaii, February 21, at 9:00 a.m., and departs from Honolulu, for the return flight to Winnipeg, March 7, at 2:00 p.m.

THE TWO-WEEK PACKAGE INCLUDES:

- * return jet air fare — Winnipeg to Honolulu.
- * traditional Aloha Lei greeting on arrival
- * 14 nights luxurious hotel accommodation based on double occupancy. (4 per cent Hawaii State Tax is included)
- * transfers from airport to hotels and return

- * a one day tour of the Island of Oahu
- * Pearl Harbor cruise along "Battleship Row"
- * complimentary first class meals in flight

Total package price per person is \$395. Eligible are staff members with at least 6 months service prior to flight, retired Eatonians, as well as spouses, dependent children and parents of staff who live at home.

A deposit of \$45 per person is required to reserve your seat and accommodation. Full payment falls due on December 15, 1968. Your baggage allowance is 44-lbs.

Please advise the Staff Relations Office, Winnipeg Downtown Store, if you are interested in the 1969 Hawaiian Holiday Flight.



THREE ROSES: Frances Gagaluk, China & Glassware department, Winnipeg downtown store, raised three magnificent roses on one stem in her North Winnipeg garden.



FASHION SHOW: A Diary of Fashion was the theme of the show in the Fashion Theatre at the Provincial Exhibition in Regina. Commentator during the Eaton produced show was Regina's Fashion Co-ordinator Pat Haug.

Western Division Appointments

WINNIPEG

Mr. R. Robinson, Merchandise & Order Processing Manager A-B.
Mr. R. C. Gadd, Financial & Control Services Manager.
Mr. R. D. Howard, Divisional Auditor.
Miss V. Major, Buyer.
Mr. C. Baker, Data Centre Manager.
Mr. S. R. Frewen, Department Manager.
Mr. W. E. Pringle, Commodity Manager.
Mr. D. Craig, Project Supervisor.

Leisure Days Ahead

Best wishes to the following Eatonians on their retirement:

WINNIPEG

Mr. W. T. Wiley, Stock Clerk 50 years of service.
Mr. C. T. Trick, Fancy Foods, 49 years.
Mr. G. A. Anderson, Assembly & Shipping, 43 years.
Miss A. Johnston, Catalogue Order Preparation, 42 years.
Mr. H. T. Price, Merchandise Control, 40 years.
Miss M. Begg, Catalogue Regional Administration, 38 years.
Mr. E. B. Lock, Carpenters, 21 years.
Mrs. M. Headon, Fur Storage Room, 10 years.

SASKATOON

Mr. N. Wiwchar, Footwear, 15 years.

NEXT YEAR IS EATON'S CENTENNIAL

SERVICE ANNIVERSARIES

40 YEARS



Miss M. Cannon, Winnipeg Order Preparation, September 10.



Mr. W. J. Taggart, Winnipeg Drugs, September 10.



Mr. E. Johnston, Winnipeg Order Filling 6 & 7th Flrs., September 21.



Mr. M. King, Men's Furnishings, October 8.



Mr. W. Reid, Carpet Workroom, October 9.



Miss S. McKay, Candy Workroom, October 16.



Mr. J. P. Trainor, Advertising, October 22.



Mr. R. N. Gregg, Catalogue Merchandise Control, October 22.



Mr. N. G. Phillips, Men's Shoes, October 24.

25 YEARS



Miss Pauline Mak-symchuk, Winnipeg Mdse. Control, September 7.



Mrs. Mary Gay, Ensemble Shop, October 2.



Miss Mildred Beth Wadge, Customers' Accounts, October 2.



Miss Doris W. Marshall, Accounts & Control, October 5.



Mr. B. A. Maunders, Polo Park, October 13.



Mrs. Eva Cram, Stationery, October 18.



Mr. Gordon R. Beck, Furniture, October 19.



Mr. J. Gresch, Stock Keeping, October 23.



Mr. Douglas A. Thomson, Central Receiving, October 28.

In addition to those in the photographs are: 40 years — Miss B. F. Kent, Winnipeg Order Processing, October 22, Miss I. Lucas, Saskatoon Store, October 15, Miss L. Woodley, Saskatoon Store, October 19. — 25 years — Miss Doreen E. McClure, Winnipeg Wages Offices, October 7. Mrs. Mae E. Klassen, Winnipeg Fruits, Vegetables, October 12. Mrs. Gladys Tarala, Winnipeg Div. Catalogue, October 16, Miss Olga Kolida, Winnipeg Order Filling, October 19, Miss Mary E. McLennan, Winnipeg Wages Office, October 19.

Newsmakers

Gladys Lamonte, Interior Design Studio, Winnipeg downtown store, has been elected president of the newly formed Winnipeg Toastmistress Club.

Mike Tomlinson, General Office, Winnipeg downtown store, was a member of the championship team which won the Mayor's Invitational Hi-Neighbour Festival horse shoe tournament in Transcona last month. Mr. Tomlinson, who is a Councillor in Charleswood, teamed up with Councillor Norman Rimmer to win the event. Some 14 teams from Metro Winnipeg municipalities took part in the championships.

TED LYONS IS TOP DRIVER IN SEPTEMBER



TED LYONS

Ted Lyons, a Winnipeg driver with 39 years service, received the Division-wide driver-of-the-month award for September. Mr. Lyons is a quiet-spoken driver who has a reputation for being a capable and dependable staff member.

This is an excerpt from a customer's letter commending Ted Lyons: "I would like to call your attention to the driver on this route. He is extremely patient, pleasant and well-mannered. He does not change his personality no matter what the driving conditions, the humour of his customers or the state of his health."

EATONIANS MAKE GOOD NEIGHBOURS



Patricia Desjardins, Executive Director of the Canadian Mental Health Association, Manitoba Division, takes Vic Hart, left, and Ted Jenkins on a tour of the Association's Open Door Club on Edmonton Street. At the club, former patients take part in physical fitness classes, ballroom dancing, sewing courses, art lessons, and creative writing.

VIC HART & TED JENKINS

I never realized that United Way supported so many outstanding agencies in the community . . . Giving to the United Way is certainly a remarkable method of helping a lot of unfortunate people . . . The best way to do most for the community is to give through the United Way . . .

After a recent tour of United Way agencies, these are typical responses given by Eaton's two loaned personnel to the United Way — Vic Hart and Ted Jenkins of the Winnipeg downtown store.

This year the United Way's campaign began on September 16 and ends October 18. In just over a month, campaigners expect to reach their goal of \$2,993,000 to meet the needs of 53 health, welfare, and recreation agencies in Metro Win-

nipeg. Vic Hart, Staff Training, and Ted Jenkins, Children's Wear, are part of a team of full-time representatives from local firms who canvass organizations throughout Metro Winnipeg during the 4-week campaign.

Every year there is an increase in the funds needed. Therefore, giving your fair share amount, one hour's pay per month for wage earners, is always important. Staff contribute to the United Way through the Eaton Employees' Charitable Fund by regular deductions from their pay. This makes giving convenient and makes each contribution a continuing one.

Remember, the people we help are members of our own communities. Some of them even may be our friends and neighbours.



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